

OFFICE OF ECONOMIC DEVELOPMENT & BUSINESS PARTNERSHIPS: MINORITY/WOMEN & SMALL BUSINESS ENTERPRISE (M/WSBE)



ALIGNING BOARD PRIORITIES WITH OPTIMIZED RESOURCES

PEOPLE FOCUSED. PERFORMANCE DRIVEN.

Goal Statement

To provide minority, women, and small businesses with a means of participation in Leon County's procurement process for the purpose of achieving economic parity among all Leon County vendors.

Strategic Initiatives/Support Highlights

Economy

- Reviewed all of Leon County's competitive procurement opportunities to determine aspirational goals for local, certified minority-owned and women-owned business enterprises (M/WBEs), and also set aside opportunities to boost participation among local, certified small business enterprises (SBEs).
- Provided staff support for the Leon County Minority/Women Small Business Enterprise Citizen Advisory Committee in reviewing programmatic functions for assisting certified vendors and identifying opportunities and strategies for continued program improvement.

Contact Us

(850) 606-1650
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MANAGING MINORITY-OWNED, WOMEN-OWNED & SMALL BUSINESS NEEDS

- In a continuous effort to support local businesses and to promote parity with local, certified minority-owned and women-owned businesses:
 - » During FY14, Leon County expended in excess of \$2.5 million in contractual payments and the direct purchase of goods and services from local small businesses; including certified minority, women, and small business enterprises.
- The MWSBE Division collaborated with its community partners to co-sponsor, plan, and staff the local observations of Small Business Week and Minority Enterprise Development Week events. This resulted in the effective engagement of citizens through the provision of networking opportunities, business development training and workshops that were offered at no cost to the participants. In addition, the Division participates as a member of the Alliance for Entrepreneur Resource Organizations (AERO) to further partnership opportunities to support local businesses.
- The Division demonstrated performance and results through its continuous monitoring of Leon County's procurement activities, which allows for quick notification of certified small, minority-owned and women-owned businesses regarding Leon County procurement opportunities. In addition, the Division provided information to internal and external customers regarding certified vendor availability.
- The Division co-hosted the "Competing to Win" Workshop in April which provided participants information on: bidding projects accurately, insights to becoming and remaining a successful contractor, tips for potentially winning projects that are worth winning, the competitive advantages of focusing on business development and marketing strategies, and



M/WSBE Workshop

information relative to best practices for the small business owner.

- Staff presented at the NAACP's May 2014 Florida Conference, held at FAMU, regarding local certification programs and opportunities for minority and small business owners; and, the Division provided programmatic information to various community groups and organizations.

Did You Know



Minority-Owned Business Enterprises and Women-Owned Businesses Enterprises may potentially expand their procurement opportunities by also becoming certified as a Small Business Enterprise. Currently, there are approximately 220 certified minority, women, and small business enterprise vendors within Leon County's program.